

ESTTA Tracking number: **ESTTA592458**

Filing date: **03/13/2014**

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

Proceeding	92054496
Party	Defendant Pass The Roc Athletics, Inc.
Correspondence Address	Flann Lippincott, Esq. Lippincott IP LLC 107 Van Lieus Road Ringoos, NJ 08551 UNITED STATES flann@lippincottip.com
Submission	Opposition/Response to Motion
Filer's Name	Flann Lippincott
Filer's e-mail	flann@lippincottip.com
Signature	/s/Flann Lippincott, Esq.
Date	03/13/2014
Attachments	Decl Flann Lippincott w Exh signedsmall.pdf(1510698 bytes) Green Decl w Exhib signed small.pdf(1279022 bytes)

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

In the Matter of :
Registration No: 3,016,764
Mark: PASS THE ROC
Filed: December 13, 2003
Registered: November 22, 2005

HAT WORLD, INC.,

Petitioner,

vs.

PASS THE ROC ATHLETICS, INC.,

Registrant.

Opposition No. 92054496

DECLARATION OF FLANN LIPPINCOTT IN OPPOSITION TO
PETITIONER'S MOTION FOR SANCTIONS IN THE FORM OF ENTRY OF JUDGMENT

Flann Lippincott, of full age, declares and affirms as follows:

1) I am an attorney and a principal of Lippincott IP LLC. I am admitted to the Bar of the State of New Jersey. In February 2014 I was retained as counsel by Mr. Jarrod Greene and by the Registrant in this proceeding, Pass The Roc Athletics, Inc. I offer this Declaration on support of Registrant's Opposition to Petitioner's Motion for Sanctions in the Form of Entry of Judgment.

2) Upon the retention of my services, Mr. Greene made me aware that Registrant's discovery responses were overdue and that he had just received in the mail Petitioner's Motion for Sanctions in the Form of Entry of Judgment. Mr. Greene worked with me diligently to gather the information and documents necessary to respond to Petitioner's discovery requests. I served Registrant's responses to Petitioner's discovery requests on March 6, 2014.

3) I include as part of this Declaration (in Exhibit A) my Certifications of Service upon counsel of Registrant's Initial Disclosures, of Registrant's Responses to Petitioner's First Set of Requests

for Documents and Things, and of Registrant's Responses to Petitioner's First Set of Interrogatories.

4) According to public documents filed with the U.S. Securities and Exchange Commission, the Petitioner, Hat World, Inc., is a subsidiary of retailing giant Genesco Inc. Genesco Inc.'s Fiscal 2011 Form 10-K (the relevant portions of which are appended to the this Declaration as Exhibit B) reveals that Genesco acquired Anaconda Sports, Inc., a New York-based sporting goods dealer, in August 2010. Genesco's Fiscal 2013 Form 10-K (the relevant portions of which are appended to the this Declaration as Exhibit C) show that Genesco and its subsidiaries (including Petitioner) generated net sales of more than \$2.6 billion for its fiscal year ending February 2, 2013.

5) Shortly after Genesco's acquisition of Anaconda, on October 4, 2010, the USPTO recorded an assignment by Anaconda of Anaconda's previously-registered Mark, THE ROCK (Reg. No. 1,951,224). That assignment was made in favor of Petitioner. Petitioner's newly acquired Mark, THE ROCK, is one of several recently registered or acquired Trademarks referred to by Petitioner in its Petition to Cancel as "The Rock Marks." The pertinent data from the USPTO web portal concerning the 2010 assignment of the Mark, THE ROCK, accompanies this Declaration as Exhibit D.

6) Within days of the USPTO recoding of the assignment of the Mark, THE ROCK, Petitioner commenced its first in a noteworthy series of petitions to cancel or revoke others' trademarks containing the words "rock" or "lid." From October 20, 2010 to the present, Petitioner appears to have filed no less than thirty-five different Petitions for Cancellation or Revocation before the Board, including the present action. The pertinent data from the USPTO web portal, showing the Petitioner's litigation activity before the Board since the assignment, is included with this Declaration as Exhibit E.

AFFIRMATION

I declare under penalty of perjury that the foregoing is true and correct.

Executed on March 13, 2014



Flann Lippincott

EXHIBIT A

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

In the Matter of :
Registration No: 3,016,764
Mark: PASS THE ROC
Filed: December 13, 2003
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HAT WORLD, INC.,

Petitioner,

vs.

PASS THE ROC ATHLETICS, INC.,

Registrant.

Opposition No. 92054496

CERTIFICATION OF SERVICE

Flann Lippincott, of full age, hereby certifies as follows:

1. I am attorney at law admitted to practice in the State of New Jersey and in the United State District Court for the District of New Jersey with offices at 107 Van Lieus Road, Ringoes, New Jersey.

2. On March 6, 2014, I served a copy of Registrant's Initial Disclosures upon Counsel for Petitioners via electronic mail as follows:

dmay@nixonpeabody.com
rweikert@nixonpeabody.com
jmolinoff@nixonpeabody.com

3. On March 7, 2014, I served a copy of Registrant's Initial Disclosures upon Counsel for Petitioners via First Class Mail, postage prepaid, as follows:

Nixon Peabody LLP
401 9th Street, N.W., Suite 900
Washington, D.C. 20004-2128

ATTN: David L. May, Robert A. Weikert and Jeffrey S. Moliniff

I certify that the foregoing statements made by me are true. I am aware that if any of the foregoing statement are willfully false, I am subject to punishment.

Dated: March 7, 2014

Respectfully submitted,

LIPPINCOTT IP LLC

By: /s/ Flann Lippincott
Flann Lippincott

107 Van Lieus Road
Ringoos, New Jersey 08551
Telephone: (908) 237-0400
Facsimile: (908) 237-0401
flann@lippincottip.com

Counsel for Registrant

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

In the Matter of :
Registration No: 3,016,764
Mark: PASS THE ROC
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dmay@nixonpeabody.com
rweikert@nixonpeabody.com
jmolino@nixonpeabody.com

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Dated: March 7, 2014

Respectfully submitted,

LIPPINCOTT IP LLC

By: /s/ Flann Lippincott
Flann Lippincott

107 Van Lieus Road
Ringo, New Jersey 08551
Telephone: (908) 237-0400
Facsimile: (908) 237-0401
flann@lippincottip.com

Counsel for Registrant

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
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Registration No: 3,016,764
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401 9th Street, N.W., Suite 900
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Dated: March 7, 2014

Respectfully submitted,

LIPPINCOTT IP LLC

By: /s/ Flann Lippincott
Flann Lippincott

107 Van Lieus Road
Ringoos, New Jersey 08551
Telephone: (908) 237-0400
Facsimile: (908) 237-0401
flann@lippincottip.com

Counsel for Registrant

EXHIBIT B

UNITED STATES SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549

FORM 10-K

(Mark One)

☒ **ANNUAL REPORT PURSUANT TO SECTION 13 OR 15(D) OF THE SECURITIES EXCHANGE ACT OF 1934**

For the Fiscal Year Ended January 29, 2011

☐ **TRANSITION REPORT PURSUANT TO SECTION 13 OR 15(D) OF THE SECURITIES EXCHANGE ACT OF 1934**

for the transition period from _____ to _____

Commission File No. 1-3083

Genesco Inc.

(Exact name of registrant as specified in its charter)

Tennessee Corporation
(State or other jurisdiction of
incorporation or organization)

62-0211340
(I.R.S. Employer
Identification No.)

Genesco Park, 1415 Murfreesboro Road
Nashville, Tennessee
(Address of principal executive offices)

37217-2895
(Zip Code)

Registrant's telephone number, including area code: **(615) 367-7000**

Securities Registered Pursuant to Section 12(b) of the Act:

Title of each class	Name of Exchange on which Registered
Common Stock, \$1.00 par value	New York and Chicago
Preferred Share Purchase Rights	New York and Chicago

Securities Registered Pursuant to Section 12(g) of the Act:

Subordinated Serial Preferred Stock, Series I
Employees' Subordinated Convertible Preferred Stock

Indicate by check mark if the registrant is a well-known seasoned issuer, as defined in Rule 405 of the Securities Act. Yes ☐ No ☒

Indicate by check mark if the registrant is not required to file reports pursuant to Section 13 or Section 15(d) of the Act. Yes ☐ No ☒

Indicate by check mark whether the registrant (1) has filed all reports required to be filed by Section 13 or 15(d) of the Securities Exchange Act of 1934 during the preceding 12 months and (2) has been subject to such filing requirements for the past 90 days. Yes ☒ No ☐

Indicate by check mark whether the registrant has submitted electronically and posted on its corporate website, if any, every Interactive Data File required to be submitted and posted pursuant to Rule 405 of Regulation S-T (§232-405 of this chapter) during the preceding 12 months (or for such shorter period that the registrant was required to submit and post such files). Yes ☐ No ☒

Indicate by check mark if disclosure of delinquent filers pursuant to Item 405 of Regulation S-K is not contained herein, and will not be contained, to the best of registrant's knowledge, in definitive proxy or information statements incorporated by reference in Part III of this Form 10-K or any amendment to this Form 10-K. ☒

current relatively high level of unemployment, may reduce the consumer's disposable income or his or her willingness to purchase discretionary items, and thus may reduce demand for the Company's merchandise, regardless of the Company's skill in detecting and responding to fashion trends. The Company believes its experience and discipline in merchandising and the buying power associated with its relative size and importance in the industry segments in which it competes are important to its ability to mitigate risks associated with changing customer preferences and other reductions in consumer demand.

Summary of Results of Operations

The Company's net sales increased 13.7% during Fiscal 2011 compared to Fiscal 2010. The increase was driven primarily by a 30% increase in Lids Sports Group sales, a 7% increase in Journeys Group sales, an 11% increase in Johnston & Murphy Group sales and a 9% increase in Licensed Brands sales, offset slightly by a 5% decrease in Underground Station Group sales. Gross margin decreased slightly as a percentage of net sales during Fiscal 2011, primarily due to margin decreases in the Journeys Group, Lids Sports Group and Licensed Brands offset by margin increases in the Underground Station Group and Johnston & Murphy Group. Selling and administrative expenses decreased as a percentage of net sales during Fiscal 2011, primarily due to expense decreases as a percentage of net sales in all of the Company's business segments except Licensed Brands. Earnings from operations increased as a percentage of net sales during Fiscal 2011, primarily due to increased earnings from operations in all the Company's business segments including a smaller loss in the Underground Station Group, except the Licensed Brands segment.

Significant Developments

Network Intrusion

On December 10, 2010, the Company announced that it had suffered a criminal intrusion into the portion of its computer network that processes payments for transactions in its United States Journeys, Journeys Kidz, Shi by Journeys and Johnston & Murphy stores and some of its Underground Station stores. The Company took immediate steps to secure the affected part of its network and believes that the intrusion has been contained. While the Company has not received notice of any claims arising out of the intrusion, there can be no assurance that such claims will not be asserted in the future, or that such claims will not be material.

Acquisitions

In Fiscal 2011, the Company completed acquisitions for a total purchase price of \$75.5 million, which included \$4.9 million in payments this year for amounts withheld in acquisitions from previous years for certain closing contingencies. The acquisitions consisted primarily of the assets of Brand Innovators Inc., a West Coast team dealer business and the assets of Anaconda Sports, Inc., a New York team dealer business, both as part of the Lids Sports Group, the stock of Keuka Footwear, Inc., an occupational footwear company for service based industries, to be operated within the Licensed Brands segment and the assets of Sports Avenue, a 48 store retail chain with 12 e-commerce sites, selling officially licensed NFL, NCAA, MLB, NBA, NHL and NASCAR headwear, apparel and accessories, to be operated within the Lids Sports Group.

Share Repurchase Program

In Fiscal 2009, the board authorized up to \$100.0 million in stock repurchases primarily funded with the after-tax cash proceeds of the settlement of merger-related litigation discussed below under the heading "Terminated Merger Agreement." The Company repurchased 4.0 million shares at a cost of \$90.9 million during Fiscal 2009. The Company repurchased 85,000 shares at a cost of \$2.0 million during Fiscal 2010. In the first quarter of Fiscal 2011, the board increased

**Genesco Inc.
and Subsidiaries**
Notes to Consolidated Financial Statements

Note 1**Summary of Significant Accounting Policies, Continued**

Intangible assets of the Company with indefinite lives are primarily goodwill and identifiable trademarks acquired in connection with the acquisition of Hat World Corporation in April 2004. The Consolidated Balance Sheets include goodwill for the Lids Sports Group of \$152.5 million and \$0.8 million for Licensed Brands at January 29, 2011, \$119.0 million for the Lids Sports Group at January 30, 2010 and \$111.7 million for the Lids Sports Group at January 31, 2009. The Company tests for impairment of intangible assets with an indefinite life, at a minimum on an annual basis, relying on a number of factors including operating results, business plans, projected future cash flows and observable market data. The impairment test for identifiable assets not subject to amortization consists of a comparison of the fair value of the intangible asset with its carrying amount. The Company has not had an impairment charge for intangible assets.

Identifiable intangible assets of the Company with finite lives are primarily trademarks acquired in connection with the acquisition of Hat Shack, Inc. in January 2007, Impact Sports in November 2008, Great Plains Sports in September 2009, Sports Fan-Attic in November 2009, Brand Innovators in May 2010, Anaconda Sports in August 2010 and Sports Avenue in October 2010, customer lists, in-place leases and non-compete agreements. They are subject to amortization based upon their estimated useful lives. Finite-lived intangible assets are evaluated for impairment using a process similar to that used to evaluate other definite-lived long-lived assets, a comparison of the fair value of the intangible asset with its carrying amount. An impairment loss is recognized for the amount by which the carrying value exceeds the fair value of the asset.

Fair Value of Financial Instruments

The Company did not have any outstanding financial instruments at January 29, 2011 or January 30, 2010.

Carrying amounts reported on the Consolidated Balance Sheets for cash, cash equivalents, receivables and accounts payable approximate fair value due to the short-term maturity of these instruments.

EXHIBIT C

**UNITED STATES
SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549**

FORM 10-K

(Mark One)

☒ **ANNUAL REPORT PURSUANT TO SECTION 13 OR 15(d) OF THE SECURITIES EXCHANGE ACT OF 1934**

For the Fiscal Year Ended February 2, 2013

☐ **TRANSITION REPORT PURSUANT TO SECTION 13 OR 15(d) OF THE SECURITIES EXCHANGE ACT OF 1934**

for the transition period from to

Commission File No. 1-3083

Genesco Inc.

(Exact name of registrant as specified in its charter)

Tennessee

(State or other jurisdiction of
incorporation or organization)

62-0211340

(I.R.S. Employer
Identification No.)

Genesco Park, 1415 Murfreesboro Road

Nashville, Tennessee

(Address of principal executive offices)

37217-2895

(Zip Code)

Registrant's telephone number, including area code: (615) 367-7000

Securities Registered Pursuant to Section 12(b) of the Act:

Title of each class	Name of Exchange on which Registered
Common Stock, \$1.00 par value	New York and Chicago
Preferred Share Purchase Rights	New York and Chicago

Securities Registered Pursuant to Section 12(g) of the Act:

**Subordinated Serial Preferred Stock, Series 1
Employees' Subordinated Convertible Preferred Stock**

Indicate by check mark if the registrant is a well-known seasoned issuer, as defined in Rule 405 of the Securities Act. Yes ☒ No ☐

Indicate by check mark if the registrant is not required to file reports pursuant to Section 13 or Section 15(d) of the Act. Yes ☐ No ☒

Indicate by check mark whether the registrant (1) has filed all reports required to be filed by Section 13 or 15(d) of the Securities Exchange Act of 1934 during the preceding 12 months (or for such shorter period that the registrant was required to file such reports) and (2) has been subject to such filing requirements for the past 90 days. Yes ☒ No ☐

Indicate by check mark whether the registrant has submitted electronically and posted on its corporate Website, if any, every Interactive Data File required to be submitted and posted pursuant to Rule 405 of Regulation S-T (§232-405 of this chapter) during the preceding 12 months (or for such shorter period that the registrant was required to submit and post such files). Yes ☒ No ☐

Indicate by check mark if disclosure of delinquent filers pursuant to Item 405 of Regulation S-K (§229.405 of this chapter) is not contained herein, and will not be contained, to the best of registrant's knowledge, in definitive proxy or information statements incorporated by reference in Part III of this Form 10-K or any amendment to this Form 10-K. ☒

Indicate by check mark whether the registrant is a large accelerated filer; an accelerated filer; a non-accelerated filer; or a smaller reporting

ITEM 6, SELECTED FINANCIAL DATA**Financial Summary**

In Thousands except per common share data,

financial statistics and other data	Fiscal Year End				
	2013	2012	2011	2010	2009
Results of Operations Data					
Net sales	\$ 2,604,817	\$ 2,291,987	\$ 1,789,839	\$ 1,574,352	\$ 1,551,562
Depreciation and amortization	63,697	53,737	47,738	47,462	46,833
Earnings from operations	167,970	143,870	86,083	60,422	259,626
Earnings from continuing operations before income taxes	162,939	138,778	84,961	50,488	250,714
Earnings from continuing operations	110,998	82,984	54,547	29,086	156,219
Provision for discontinued operations, net	(462)	(1,025)	(1,336)	(273)	(5,463)
Net earnings	\$ 110,536	\$ 81,959	\$ 53,211	\$ 28,813	\$ 150,756
Per Common Share Data					
Earnings from continuing operations					
Basic	\$ 4.70	\$ 3.56	\$ 2.34	\$ 1.35	\$ 8.11
Diluted	4.62	3.48	2.29	1.31	6.72
Discontinued operations					
Basic	(0.02)	(0.04)	(0.06)	(0.02)	(0.28)
Diluted	(0.02)	(0.05)	(0.05)	(0.01)	(0.23)
Net earnings					
Basic	4.68	3.52	2.28	1.33	7.83
Diluted	4.60	3.43	2.24	1.30	6.49
Balance Sheet Data					
Total assets	\$ 1,333,789	\$ 1,237,265	\$ 961,082	\$ 863,652	\$ 816,063
Long-term debt	50,682	40,704	—	—	113,735
Non-redeemable preferred stock	3,924	4,957	5,183	5,220	5,203
Common equity	804,667	710,404	619,135	577,093	444,552
Capital expenditures	71,737	49,456	29,299	33,825	49,420
Financial Statistics					
Earnings from operations as a percent of net sales	6.4%	6.3%	4.8%	3.8%	16.7%
Book value per share (common equity divided by common shares outstanding)	\$ 33.53	\$ 29.27	\$ 26.15	\$ 23.97	\$ 23.10
Working capital (in thousands)	\$ 406,217	\$ 290,850	\$ 278,692	\$ 280,415	\$ 259,137
Current ratio	2.5	2.0	2.2	2.7	2.9
Percent long-term debt to total capitalization	5.9%	5.4%	—%	—%	20.2%
Other Data (End of Year)					
Number of retail outlets*	2,459	2,387	2,309	2,276	2,234
Number of employees	22,700	21,475	15,200	13,925	13,775

* Includes 75 Schuh stores and concessions in Fiscal 2012 acquired June 23, 2011, 48 Sports Avenue stores in Fiscal 2011 acquired October 8, 2010, and 37 Sports Fan Attic stores in Fiscal 2010 acquired November 3, 2009. See Note 2 to the Consolidated Financial Statements.

**Genesco Inc.
and Subsidiaries**
Consolidated Statements of Operations
In Thousands, except per share amounts

	Fiscal Year		
	2013	2012	2011
Net sales	\$ 2,604,817	\$ 2,291,987	\$ 1,789,839
Cost of sales	1,306,470	1,144,281	891,764
Selling and administrative expenses	1,113,340	1,001,159	803,425
Asset impairments and other, net	17,037	2,677	8,567
Earnings from operations	167,970	143,870	86,083
Interest expense, net:			
Interest expense	5,126	5,157	1,130
Interest income	(95)	(65)	(8)
Total interest expense, net	5,031	5,092	1,122
Earnings from continuing operations before income taxes	162,939	138,778	84,961
Income tax expense	51,941	55,794	30,414
Earnings from continuing operations	110,998	82,984	54,547
Provision for discontinued operations, net	(462)	(1,025)	(1,336)
Net Earnings	\$ 110,536	\$ 81,959	\$ 53,211
Basic earnings per common share:			
Continuing operations	\$ 4.70	\$ 3.56	\$ 2.34
Discontinued operations	(0.02)	(0.04)	(0.06)
Net earnings	\$ 4.68	\$ 3.52	\$ 2.28
Diluted earnings per common share:			
Continuing operations	\$ 4.62	\$ 3.48	\$ 2.29
Discontinued operations	(0.02)	(0.05)	(0.05)
Net earnings	\$ 4.60	\$ 3.43	\$ 2.24

The accompanying Notes are an integral part of these Consolidated Financial Statements.

EXHIBIT D

Generated on: This page was generated by TSDR on 2014-03-13 01:52:56 EDT

Mark: THE ROCK

No Image exists for this case.

US Serial Number: 74638668

Application Filing Date: Feb. 27, 1995

US Registration Number: 1951224

Registration Date: Jan. 23, 1996

Register: Principal

Mark Type: Trademark

Status: The registration has been renewed.

Status Date: Sep. 27, 2005

Publication Date: Oct. 31, 1995

Mark Information

Mark Literal Elements: THE ROCK

Standard Character Claim: No

Mark Drawing Type: 1 - TYPESET WORD(S) /LETTER(S) /NUMBER(S)

Related Properties Information

Goods and Services

Basis Information (Case Level)

Current Owner(s) Information

Owner Name: HAT WORLD, INC.

Owner Address: 7555 Woodland Drive
Indianapolis, INDIANA 46278
UNITED STATES

Legal Entity Type: CORPORATION

State or Country Where Organized: MINNESOTA

Attorney/Correspondence Information

Prosecution History

Maintenance Filings or Post Registration Information

TM Staff and Location Information

Assignment Abstract Of Title Information

Summary

Total Assignments: 3

Registrant: Anaconda Sports, I

Assignment 1 of 3

Conveyance: ASSIGNS THE ENTIRE INTEREST

Reel/Frame: 4289/0475

Pages: 8

Date Recorded: Oct. 04, 2010

Supporting Documents: assignment-tm-4289-0475.pdf

Assignor

Name: ANACONDA SPORTS, INC.

Execution Date: Aug. 25, 2010

Legal Entity Type: CORPORATION

State or Country Where Organized: NEW YORK

Assignee

Name: HAT WORLD, INC.

Legal Entity Type: CORPORATION

State or Country Where Organized: MINNESOTA

Address: 7555 WOODLAND DRIVE
INDIANAPOLIS, INDIANA 46278

Correspondent

Correspondent Name: DAVID L. MAY

Correspondent Address: 401 9TH STREET NW, SUITE 900
WASHINGTON, DC 20004

Domestic Representative - Not Found

Assignment 2 of 3

Conveyance: SECURITY INTEREST

Reel/Frame: 4461/0818

Pages: 14

Date Recorded: Jan. 27, 2011

Supporting Documents: assignment-tm-4461-0818.pdf

Assignor

Name: HAT WORLD, INC.

Execution Date: Jan. 21, 2011

Legal Entity Type: CORPORATION

State or Country Where Organized: MINNESOTA

Assignee

Name: BANK OF AMERICA, N.A., AS COLLATERAL AGENT

Legal Entity Type: ASSOCIATION

State or Country Where Organized: UNITED STATES

Address: 100 FEDERAL STREET, 9TH FLOOR
BOSTON, MASSACHUSETTS 02110

Correspondent

Correspondent Name: JEAN PATTERSON

Correspondent Address: 1090 VERMONT AVENUE, NW
SUITE 430
WASHINGTON, DC 20005

Domestic Representative - Not Found

Assignment 3 of 3

Conveyance: SECURITY AGREEMENT

Reel/Frame: 5210/0020

Pages: 21

Date Recorded: Feb. 06, 2014

Supporting Documents: assignment-tm-5210-0020.pdf

Assignor

Name: HAT WORLD, INC.

Execution Date: Jan. 31, 2014

Legal Entity Type: CORPORATION

**State or Country Where
Organized:** MINNESOTA

Assignee

Name: BANK OF AMERICA, N.A., AS AGENT

Legal Entity Type: NATIONAL BANKING ASSOCIATION

**State or Country Where
Organized:** UNITED STATES

Address: 100 FEDERAL STREET
BOSTON, MASSACHUSETTS 02110

Correspondent

Correspondent Name: THOMAS FAHEY

Correspondent Address: 1025 VERMONT AVENUE NW, SUITE 1130
NATIONAL CORPORATE RESEARCH, LTD.
WASHINGTON, DC 20005

Domestic Representative - Not Found

Proceedings - Click to Load

EXHIBIT E



United States Patent and Trademark Office

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TTABVUE. Trademark Trial and Appeal Board Inquiry System

v1.5

Summary

Query: Proceeding Status is: ALL
and Party Name contains all words: "HAT WORLD"
Number of results: 35
Results are in reverse chronological order

Page #1. Go to page: 1 [2](#) [Next](#)

**Proceeding Defendant(s),
Filing Date Property(ies)**

85591506 Jeffrey Schuessler
01/31/2013 **Mark:** CROOKLIDS **S#:** 85591506
91208792 Push the Rock
01/10/2013 **Mark:** PUSH THE ROCK **S#:** 85653803

85601058 Landmark Distribution, LLC
01/03/2013 **Mark:** I LIDZ **S#:** 85601058
85601063 Landmark Distribution, LLC
01/03/2013 **Mark:** ILIDZ **S#:** 85601063
91208516 Betty L. Tollett
12/19/2012 **Mark:** HEADLIDS **S#:** 85585760

91208419 Push the Rock
12/12/2012 **Mark:** PUSH THE ROCK **S#:** 85653791

**Plaintiff(s),
Property(ies)**

Hat World, Inc.
Hat World, Inc.
Mark: THE ROCK **S#:** 74638668
R#: 1951224
Mark: THE ROCK **S#:** 73421976
R#: 1353316
Mark: THE ROCK **S#:** 73421912
R#: 1328626
Mark: THE ROCK **S#:** 77012684
R#: 3333365
Mark: THE BIG ROCK **S#:** 77012706
R#: 3333366
Mark: THE ROCK **S#:** 78722281
R#: 3876315
Mark: ROCK **S#:** 85685852
Hat World, Inc.

Hat World, Inc.

Hat World, Inc.
Mark: LIDS **S#:** 75038718 **R#:** 2174170
Mark: LIDS **S#:** 85433839 **R#:** 4240525
Mark: LIDS **S#:** 85433852 **R#:** 4240526
Mark: LIDS KIDS **S#:** 78852686
R#: 3565985
Mark: LIDS KIDS **S#:** 78854858
R#: 3593180

Hat World, Inc.
Mark: THE ROCK **S#:** 74638668
R#: 1951224
Mark: THE ROCK **S#:** 73421976
R#: 1353316
Mark: THE ROCK **S#:** 73421912

**Proceeding Defendant(s),
Filing Date Property(ies)**

91208121 Thomas R. Saunders and Aileen Sheron
11/20/2012 **Mark: ROCK 360 S#:**85524215

85571452 Curtis Bryant
09/25/2012 **Mark: ANACONDA S#:**85571452
85585760 Tollett, Betty L
09/13/2012 **Mark: HEADLIDS S#:**85585760
85524215 Saunders, Thomas R.
08/22/2012 **Mark: ROCK 360 S#:**85524215
91206354 Creative Advertising, LLC
08/01/2012 **Mark: ROCKGEAR S#:**85413730

**Plaintiff(s),
Property(ies)**

R#:1328626
Mark: THE ROCK S#:77012684
R#:3333365
Mark: THE BIG ROCK S#:77012706
R#:3333366
Mark: THE ROCK S#:78722281
R#:3876315
Mark: ROCK S#:85685852

Hat World, Inc.
Mark: THE ROCK S#:74638668
R#:1951224
Mark: THE ROCK S#:76418496
R#:2719009
Mark: THE ROCK S#:76598447
R#:3254394
Mark: THE ROCK S#:77012684
R#:3333365
Mark: THE BIG ROCK S#:77012706
R#:3333366
Mark: THE ROCK S#:78722281
R#:3876315
Mark: ROCK S#:85685852

Hat World, Inc.

Hat World, Inc.

Hat World, Inc.

Hat World, Inc.
Mark: THE ROCK S#:74638668
R#:1951224
Mark: THE ROCK S#:76418496
R#:2719009
Mark: THE ROCK S#:76598447
R#:3254394
Mark: THE ROCK S#:77012684
R#:3333365
Mark: THE ROCK S#:73421976
R#:1353316
Mark: THE ROCK S#:73421912
R#:1328626
Mark: CITY ROCK S#:73749592
R#:1534487
Mark: CITY ROCK S#:74675270
R#:2049744
Mark: CITY ROCK S#:76493263
R#:2804533
Mark: THE BIG ROCK S#:77012706

**Proceeding Defendant(s),
Filing Date Property(ies)**

91206239 Saggese, Todd Robert
07/25/2012 **Mark:** PUT A LID ON **S#:**85449568

91205903 Barbara Fitz-Simon
07/03/2012 **Mark:** MINIROCK **S#:**85434060

91205907 Barbara Fitz-Simon
07/03/2012 **Mark:** MINIROCK **S#:**85434070

**Plaintiff(s),
Property(ies)**

R#:3333366
Mark: KEEP ON ROCKIN' **S#:**77153127
R#:3408199
Mark: KEEP ON ROCKIN' **S#:**77500856
R#:3815075
Mark: THE ROCK **S#:**78722281
R#:3876315

Hat World, Inc.
Mark: LIDS **S#:**75038718 **R#:**2174170
Mark: LIDS KIDS **S#:**78852686
R#:3565985
Mark: LIDS KIDS **S#:**78854858
R#:3593180

Hat World, Inc.
Mark: THE ROCK **S#:**74638668
R#:1951224
Mark: THE ROCK **S#:**76418496
R#:2719009
Mark: THE ROCK **S#:**76598447
R#:3254394
Mark: THE ROCK **S#:**77012684
R#:3333365
Mark: THE ROCK **S#:**73421976
R#:1353316
Mark: THE ROCK **S#:**73421912
R#:1328626
Mark: CITY ROCK **S#:**73749592
R#:1534487
Mark: CITY ROCK **S#:**74675270
R#:2049744
Mark: CITY ROCK **S#:**76493263
R#:2804533
Mark: THE BIG ROCK **S#:**77012706
R#:3333366
Mark: KEEP ON ROCKIN' **S#:**77153127
R#:3408199
Mark: KEEP ON ROCKIN' **S#:**77500856
R#:3815075
Mark: THE ROCK **S#:**78722281
R#:3876315
Hat World, Inc.
Mark: THE ROCK **S#:**74638668
R#:1951224
Mark: THE ROCK **S#:**76418496
R#:2719009
Mark: THE ROCK **S#:**76598447
R#:3254394
Mark: THE ROCK **S#:**77012684
R#:3333365

**Proceeding Defendant(s),
Filing Date Property(ies)**

91205179 Live Lids
05/16/2012 **Mark:** WHAT'S UNDER YOUR LID?
S#:85403360

85449568 Sagge, Todd Robert
04/26/2012 **Mark:** PUT A LID ON **S#:**85449568

85413730 Creative Advertising, LLC
04/17/2012 **Mark:** ROCKGEAR **S#:**85413730

85434060 Barbara Fitz-Simon
04/02/2012 **Mark:** MINIROCK **S#:**85434060

85434070 Barbara Fitz-Simon
04/02/2012 **Mark:** MINIROCK **S#:**85434070

85403372 Live Lids
03/07/2012 **Mark:** LIVE LIDS **S#:**85403372

91203940 Bluberi Jeux et Technologies Inc. AKA
02/21/2012 Bluberi Gaming Technologies Inc.
Mark: SEVENS ON THE ROCKS
S#:85314268

**Plaintiff(s),
Property(ies)**

Mark: THE ROCK **S#:**73421976
R#:1353316

Mark: THE ROCK **S#:**73421912
R#:1328626

Mark: CITY ROCK **S#:**73749592
R#:1534487

Mark: CITY ROCK **S#:**74675270
R#:2049744

Mark: CITY ROCK **S#:**76493263
R#:2804533

Mark: THE BIG ROCK **S#:**77012706
R#:3333366

Mark: KEEP ON ROCKIN' **S#:**77153127
R#:3408199

Mark: KEEP ON ROCKIN' **S#:**77500856
R#:3815075

Mark: THE ROCK **S#:**78722281
R#:3876315

Hat World, Inc.
Mark: LIDS **S#:**75038718 **R#:**2174170
Mark: LIDS KIDS **S#:**78852686
R#:3565985
Mark: LIDS KIDS **S#:**78854858
R#:3593180

Hat World, Inc.

Hat World, Inc.

Hat World, Inc.

Hat World, Inc.

Hat World, Inc.

Hat World, Inc.
Mark: THE ROCK **S#:**74638668
R#:1951224
Mark: THE ROCK **S#:**76418496
R#:2719009
Mark: THE ROCK **S#:**76598447
R#:3254394
Mark: THE ROCK **S#:**77012684
R#:3333365
Mark: CITY ROCK **S#:**73749592
R#:1534487
Mark: CITY ROCK **S#:**74675270
R#:2049744
Mark: CITY ROCK **S#:**76493263

**Proceeding Defendant(s),
Filing Date Property(ies)**

92055218 Sean White
 02/17/2012 **Mark:** THE ROCK HANDLE **S#:**76534583
R#:2862404

85403360 Live Lids
 02/16/2012 **Mark:** WHAT'S UNDER YOUR LID?
S#:85403360

85327751 First Act Inc.
 01/03/2012 **Mark:** ROCKHEADS **S#:**85327751

91203214 Mouche, LLC
 01/03/2012 **Mark:** IN ROCK WE TRUST **S#:**85360095

**Plaintiff(s),
Property(ies)**

R#:2804533
Mark: THE BIG ROCK **S#:**77012706
R#:3333366
Mark: KEEP ON ROCKIN' **S#:**77153127
R#:3408199
Mark: KEEP ON ROCKIN' **S#:**77500856
R#:3815075
Mark: THE ROCK **S#:**78722281
R#:3876315

Hat World, Inc.
Mark: THE ROCK **S#:**74638668
R#:1951224
Mark: THE ROCK **S#:**76418496
R#:2719009
Mark: THE ROCK **S#:**76598447
R#:3254394
Mark: THE ROCK **S#:**77012684
R#:3333365
Mark: THE ROCK **S#:**73421976
R#:1353316
Mark: THE ROCK **S#:**73421912
R#:1328626
Mark: CITY ROCK **S#:**73749592
R#:1534487
Mark: CITY ROCK **S#:**74675270
R#:2049744
Mark: CITY ROCK **S#:**76493263
R#:2804533
Mark: THE BIG ROCK **S#:**77012706
R#:3333366
Mark: KEEP ON ROCKIN' **S#:**77153127
R#:3408199
Mark: KEEP ON ROCKIN' **S#:**77500856
R#:3815075
Mark: THE ROCK **S#:**78722281
R#:3876315

Hat World, Inc.

HAT WORLD, INC.

HAT WORLD, INC.
Mark: THE ROCK **S#:**74638668
R#:1951224
Mark: THE ROCK **S#:**76418496
R#:2719009
Mark: THE ROCK **S#:**76598447
R#:3254394
Mark: THE ROCK **S#:**77012684

**Proceeding Defendant(s),
Filing Date Property(ies)**

**Plaintiff(s),
Property(ies)**

R#:3333365

Mark: THE ROCK **S#:**73421976

R#:1353316

Mark: THE ROCK **S#:**73421912

R#:1328626

Mark: CITY ROCK **S#:**73749592

R#:1534487

Mark: CITY ROCK **S#:**74675270

R#:2049744

Mark: CITY ROCK **S#:**76493263

R#:2804533

Mark: THE BIG ROCK **S#:**77012706

R#:3333366

Mark: KEEP ON ROCKIN' **S#:**77153127

R#:3408199

Mark: KEEP ON ROCKIN' **S#:**77500856

R#:3815075

Mark: THE ROCK **S#:**78722281

R#:3876315

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v1.5

Summary

Query: Proceeding Status is: ALL
and Party Name contains all words: "HAT WORLD"
Number of results: 35
Results are in reverse chronological order

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**Proceeding Defendant(s),
Filing Date Property(ies)**

[91203186](#) [John Elkinton](#)
12/29/2011 **Mark:** THE ROCK SIGN **S#:**[85341962](#)

**Plaintiff(s),
Property(ies)**

[Hat World, Inc.](#)
Mark: THE ROCK **S#:**[74638668](#)
R#:[1951224](#)
Mark: THE ROCK **S#:**[76418496](#)
R#:[2719009](#)
Mark: THE ROCK **S#:**[76598447](#)
R#:[3254394](#)
Mark: THE ROCK **S#:**[77012684](#)
R#:[3333365](#)
Mark: THE ROCK **S#:**[73421976](#)
R#:[1353316](#)
Mark: THE ROCK **S#:**[73421912](#)
R#:[1328626](#)
Mark: CITY ROCK **S#:**[73749592](#)
R#:[1534487](#)
Mark: CITY ROCK **S#:**[74675270](#)
R#:[2049744](#)
Mark: CITY ROCK **S#:**[76493263](#)
R#:[2804533](#)
Mark: THE BIG ROCK **S#:**[77012706](#)
R#:[3333366](#)
Mark: KEEP ON ROCKIN' **S#:**[77153127](#)
R#:[3408199](#)
Mark: KEEP ON ROCKIN' **S#:**[77500856](#)
R#:[3815075](#)
Mark: THE ROCK **S#:**[78722281](#)
R#:[3876315](#)

[85360095](#) [Mouche, LLC](#)
12/06/2011 **Mark:** IN ROCK WE TRUST **S#:**[85360095](#)
[85341962](#) [Elkinton, John](#)
11/04/2011 **Mark:** THE ROCK SIGN **S#:**[85341962](#)
[85314268](#) [Bluberi Jeux et Technologies Inc. AKA Bluberi Gaming Technologies Inc.](#)
09/20/2011 **Mark:** SEVENS ON THE ROCKS

[HAT WORLD, INC.](#)[HAT WORLD, INC.](#)[Hat World, Inc.](#)

**Proceeding Defendant(s),
Filing Date Property(ies)****S#:**85314268

92054453 Legends in the Rock, Inc.
09/01/2011 **Mark:** LEGENDS IN THE ROCK
S#:78259526 **R#:**2928291

91201099 Lakeshirts, Inc.
08/10/2011 **Mark:** LIDZ BY LAKESHIRTS
S#:85053997

92054496 Pass The Roc Athletics, Inc.
08/04/2011 **Mark:** PASS THE ROC **S#:**76562906
R#:3016764

85053997 Lakeshirts, Inc.
05/12/2011 **Mark:** LIDZ BY LAKESHIRTS
S#:85053997

92053166 Leigh A. Gayden
10/21/2010 **Mark:** HANDLE THE ROCK **S#:**77853386
R#:3852561

91197020 Leigh A Gayden
10/20/2010 **Mark:** HANDLE THE ROCK **S#:**77853396

**Plaintiff(s),
Property(ies)**Hat World, Inc.

Hat World, Inc.
Mark: LIDS **S#:**75038718 **R#:**2174170
Mark: LIDS CARD **S#:**75788354
R#:2456310
Mark: LIDS KIDS **S#:**78852686
R#:3565985
Mark: LIDS KIDS **S#:**78854858
R#:3593180

Hat World, Inc.Hat World, Inc.

Hat World, Inc.
Mark: THE ROCK **S#:**74638668
R#:1951224
Mark: THE ROCK **S#:**76418496
R#:2719009
Mark: THE ROCK **S#:**76598447
R#:3254394
Mark: THE ROCK **S#:**77012684
R#:3333365
Mark: THE ROCK **S#:**73421976
R#:1353316
Mark: THE ROCK **S#:**73421912
R#:1328626
Mark: CITY ROCK **S#:**73749592
R#:1534487
Mark: CITY ROCK **S#:**74675270
R#:2049744
Mark: CITY ROCK **S#:**76493263
R#:2804533
Mark: THE BIG ROCK **S#:**77012706
R#:3333366
Mark: KEEP ON ROCKIN' **S#:**77153127
R#:3408199
Mark: KEEP ON ROCKIN' **S#:**77500856
R#:3815075
Mark: THE ROCK **S#:**78722281

Hat World, Inc.
Mark: THE ROCK **S#:**74638668
R#:1951224
Mark: THE ROCK **S#:**76418496

**Proceeding Defendant(s),
Filing Date Property(ies)**

**Plaintiff(s),
Property(ies)**

R#:2719009

Mark: THE ROCK **S#:**76598447

R#:3254394

Mark: THE ROCK **S#:**77012684

R#:3333365

Mark: THE ROCK **S#:**73421976

R#:1353316

Mark: THE ROCK **S#:**73421912

R#:1328626

Mark: CITY ROCK **S#:**73749592

R#:1534487

Mark: CITY ROCK **S#:**74675270

R#:2049744

Mark: CITY ROCK **S#:**76493263

R#:2804533

Mark: THE BIG ROCK **S#:**77012706

R#:3333366

Mark: KEEP ON ROCKIN' **S#:**77153127

R#:3408199

Mark: KEEP ON ROCKIN' **S#:**77500856

R#:3815075

Mark: THE ROCK **S#:**78722281

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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

In the Matter of :
Registration No: 3,016,764
Mark: PASS THE ROC
Filed: December 13, 2003
Registered: November 22, 2005

HAT WORLD, INC.,

Petitioner,

vs.

PASS THE ROC ATHLETICS, INC.,

Registrant.

Opposition No. 92054496

DECLARATION OF JARROD GREENE IN OPPOSITION TO
PETITIONER'S MOTION FOR SANCTIONS IN THE FORM OF ENTRY OF JUDGMENT

Jarrold Greene, of full age, declares and affirms as follows:

1) I am the president of Pass The Roc Athletics, Inc. Pass The Roc Athletics, Inc. is the owner and registrant of the Mark, PASS THE ROC. At present I am responsible for all business operations of Pass The Roc Athletics, Inc.

2) Pass The Roc Athletics, Inc. filed U.S. Trademark Registration No. 3,016,764 for the Mark, PASS THE ROC on December 13, 2003. The USPTO registered the Mark, PASS THE ROC on November 22, 2005.

3) The USPTO issued to Pass The Roc Athletics, Inc. a Section 8 renewal of the Mark, PASS THE ROC on June 2, 2012.

4) Under my direction, Pass The Roc Athletics, Inc. has maintained active, continuous use in commerce of the Mark, PASS THE ROC, from the time of the Mark's initial registration through the present. I have attached to this Declaration (as Exhibit A) representative copies of Pass The Roc

Athletics, Inc.'s purchase orders for athletic apparel bearing the Mark, PASS THE ROC. The representative purchase orders in Exhibit A span the years 2006 through 2012, inclusive. I have attached to this Declaration (as Exhibit B) a copy of an article that appeared in Unheard Voices Magazine on February 24, 2014. The magazine article contains a profile of me, my Pass The Roc apparel brand, and my plans to continue to grow the business under the Pass The Roc brand. Unheard Voices Magazine is a nationally syndicated online magazine for minority and urban news. A similar article was published the same day in the Jersey Journal, a general circulation daily newspaper published in Hudson County, New Jersey.

5) The documents I have attached as Exhibit A and Exhibit B are part of a much larger production of documents and discovery responses provided to Petitioner by my counsel on March 6, 2014.

6) I grew up playing basketball in Jersey City, New Jersey, at a time when the basketball itself began to be known, in urban center "street slang," as "The Roc." I decided to start an athletic apparel business to be called, "Pass The Roc" based on that experience of my youth. In 1996 I began selling "Pass The Roc" T-Shirts on my own outside Giants Stadium in East Rutherford, New Jersey. In 1997 I formed a company named Pass The Roc Athletics, Inc. while I continued to expand my sales and marketing of the "Pass The Roc" brand on behalf of Pass The Roc Athletics, Inc. to other areas and other states.

7) On behalf of Pass The Roc Athletics, Inc I filed for registration of the Mark, PASS THE ROC on December 3, 2003. Meanwhile in 2003 Pass The Roc Athletics, Inc. continued to sell Pass The Roc-branded athletic apparel at sporting events, charity functions and athlete appearances. By the end of 2003, with the assistance of some private investors who were intrigued by my efforts, "Pass The Roc" athletic apparel was sold in 400 to 500 stores, mostly in the Eastern United States. Private investors also helped Pass The Roc Athletics, Inc. secure distribution outlets in Europe and in Canada between 2003 and 2005. The Mark, PASS THE ROC eventually was registered by the USPTO on November 22, 2005.

8) An economic recession in 2007, combined with other personal difficulties, caused Pass The Roc Athletics, Inc.'s business to decline rapidly, to the point I was evicted from my home and I became homeless. I was living on the street in a car with little income even for food or other basic necessities. Nevertheless I pressed forward with Pass The Roc Athletics, Inc. as best as I could - literally from the back of my car and from a storage locker.

9) After 2007 Pass The Roc Athletics, Inc. maintained a smaller but nonetheless continuous commercial interstate enterprise based on Pass The Roc-branded athletic apparel. I prepared a new business plan for The Roc Athletics, Inc. (a copy of which has been supplied to Petitioner in discovery) and I have started to implement my design for Pass The Roc Athletics, Inc. to introduce a new line of Pass The Roc-branded apparel in New York, Los Angeles, Atlanta and Las Vegas. My new goals for Pass The Roc Athletics, Inc. are to focus on philanthropy and to rededicate the company to service and assistance to fellow minorities.

10) I remain dedicated to continuing to grow the Pass The Roc brand as a full time venture. Currently I am employed as a sales agent by Verizon in Jersey City, New Jersey and I operate Pass The Roc Athletics, Inc. as a second source of income. My new job permitted me in February 2014 to retain my present counsel to assist me with this Cancellation Proceeding. My funds remain very limited at present, however.

11) I recognize and accept that I did not comply in a proper, timely fashion with the Board's procedures and subsequent Orders concerning discovery. I have experienced extreme personal circumstances, including a period of homelessness during the course of this Cancellation Proceeding. Also I have had some health problems that have had an impact on my efforts. My health problems can lead to acute events, the most recent of which occurred on February 14, 2014. I include as part of this Declaration (as Exhibit C) a copy of my hospital bill from Jersey City Medical Center on that date.

12) I feel compelled to explain to the Board that I have been afraid. I have been afraid that my business and its greatest asset, the Mark, PASS THE ROC, could be taken from me (by someone who,

perhaps, never himself experienced the street-kid delight of "passing the Roc" the way I did as a kid). I was afraid that I could not keep my head above water in trying to navigate the complex and idiosyncratic procedures and requirements of a Cancellation Proceeding before the Trademark Trial and Appeal Board, and I was afraid that I would not be able to find the money to hire a lawyer to help me. All of this explains (though perhaps does not justify in Petitioner's eyes) my simply not getting things done as I should have, and when I should have. At the same time, I reject all of Petitioner's personal characterizations of me in its Motion, such as my "active refusal to engage," "willful disregard," "clear interest only in delay," "dilatory tactics," and "purposeful avoidance." These characterizations are not true and they never have been true.

13) While I do not waive any attorney-client privilege, I want the Board to know that my present attorney has made certain that I am fully aware and cognizant of Pass The Roc Athletics, Inc.'s obligation to protect its Mark, PASS THE ROC including the need to defend that Mark as necessary before the Board. I am aware of the necessity for Pass The Roc Athletics, Inc. to continue to maintain active use in commerce of the Mark, PASS THE ROC (as it always has). Due to the lateness of my discovery responses, I am aware that the Board has the discretionary authority, in particularly extreme cases, to cancel PASS THE ROC and, in essence, turn the Mark over to Petitioner for its use - even though Pass The Roc Athletics, Inc has at all times maintained active use of the Mark in commerce and even if the Petition to Cancel otherwise would be denied on its merits. I pledge to work with my present counsel concerning payment and to keep in close contact to be certain that I meet all deadlines going forward.

14) I ask the Board simply to afford me the opportunity to demonstrate with facts and on merit why the Petition to Cancel should be denied. I ask the board not to invoke the "death penalty" of canceling the Mark, PASS THE ROC, my most valuable and treasured asset, when a lesser sanction will - and has already - produced the desired result of a full and complete response to Petitioner's discovery requests.

AFFIRMATION

I declare under penalty of perjury that the foregoing is true and correct.

Executed on

3/13/14


Jarrod Greene

EXHIBIT A

PAID



PASS THE ROCK ATHLETICS, INC.
72 West Eadsen Avenue, #12
Jersey City NJ 07306

Phone # 917.749.5472

☒ C.O.D. ☐ PREPAY

SOLD TO

Winston 89
82 Market Street
Newark, NJ 07102
973-645-1700

SHIP TO

Same as sold

ORDER DATE

SALES PERSON

BUYER

ORDER NO.

02/08/11, 2011 JG.

REC

DISTINCT 89

ACCT. NO.

CUST. PO. NO.

DEPT. NO.

STORE NO.

REORDER NO.

NEW ACCT DISTINCT 89

W005

SHIP VIA

TERMS

START SHIP

CANCEL DATE

Delivery

C.O.D.

AT ONCE

11-11-11

STYLE NO	COLOR	DESCRIPTION	S	M	L	XL	XXL	3X	4X	5X	6X	TOTAL UNITS	UNIT PRICE	TOTAL AMOUNT
PS1891	BLACK	CLASSIC PTK	6	12	12	6	6					42	9.50	399-
PS1891	NAVY	"	6	12	12	6	6							
PS1891	WHITE	"	6	12	12	6	6							
PS1891	RED	"	6	12	12	6	6							
PS1891	K. GREEN	"	6	12	12	6	6							
PS1891	ROYAL	"	6	12	12	6	6							
COMMENTS														

TOTAL UNITS

252

TOTAL ORDER

2,394-

PAYED

#2,154.60

239.40 P.K.

Phone # 917.749.5472

☒ C.O.D. ☐ PREPAY

☐ PREPAY

SOLD TO

Class 1C
776 Prosperity
Bryant, N. J. 07022
22-243-0200

SHIP TO

2012-10-10

ORDER DATE

SALES PERSON

BUYER

ORDER NO.

11-10-10

7440

Column

5417 SC/O → 2/12/11

ACCT NO.

CUST F.O. NO.

DEPT NO

STREET IN

BE/NAO/EE No

SHIP VIA.

TERMS

STAFF SHIP

SECRET DATE

Delinquent

C.O.P.

A7 and E

1

[illegible]

COMMENTS

BUYERS SIGNATURE

BUYERS PHONE

TOTAL UNITS

152

TOTAL ORDER#

2,560--



PASS THE ROC ATHLETICS, INC.
72 Van Reipen Avenue, #121
Jersey City, NJ 07306

Phone # 917.749.5472

☒ C.O.D.

☐ PREPAY

PAID

SOLD TO

CLASSIC STATE CO
776 Broadway
Bayonne, NJ 07002
201-243-0400

SHIP TO

Share AS 200

ORDER DATE

SALES PERSON

BUYER

ORDER NO.

August 22, 07

James

GAJ

ACCT. NO.

CLASSIC-14

DEPT. NO.

STORE NO.

REORDER NO.

SHIP VIA

TERMS

START SHIP

CANCEL DATE

Delivery

C.O.D.

A7 once

STYLE NO.	COLOR	DESCRIPTION	S	M	L	XL	XXL	3X	4X	5X	6X	TOTAL UNITS	UNIT PRICE	TOTAL AMOUNT
CA-18	NAVY	Corporate Rock	4	8	8	4						24	10-	240
CA-18	BLK	"	4	8	8	4						24	10-	
CA-18	White/Blue	"	4	8	8	4						24	10-	
CA-18	ROYAL	"	4	8	8	4						24	10-	
CA-18	RED	"	4	8	8	4						24	10-	
CA-18	CHARCOAL	"	4	8	8	4						24	10-	
CA-18	Black	"	4	8	8	4						24	10-	
COMMENTS														

BUYER'S SIGNATURE

BUYER'S PHONE

TOTAL UNITS

TOTAL ORDER

1,680



PASS THE PUCK ATHLETICS, INC.
72 Van Reiden Avenue, #121
Jersey City, NJ 07306

Phone # 917.749.5472

SOLD TO

Edison Skate Co
776 Ridgeway Ave
Bayonne, NJ 07002
201-243-0900

SHIP TO

same

ORDER DATE

SALES PERSON

BUYER

ORDER NO.

AUG 25-08

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ACCT. NO.

CUST. PO. NO.

DEPT. NO.

STORE NO.

REORDER NO.

☒ C.O.D.

☐ PREPAY

Paid

SHIP VIA

TERMS

START SHIP

CANCEL DATE

Delivery

C.O.D.

AT Once

STYLE NO.	COLOR	DESCRIPTION
SC-LS	Black	SKATE L5-
SC-LS	MARV	"
SC-LS	WHITE	"
SC-LS	CHOCOLATE	"
SC-LS	BROWN	"

S	M	L	XL	XXL	3X	4X	5X	6X	TOTAL UNITS	UNIT PRICE	TOTAL AMOUNT
4	8	8	4						24	9.75	234-
4	8	8	4						24	9.75	234-
1	2	2	1						6	9.75	58.50
2	4	4	2						12	9.75	117.00
1	2	2	1						6	9.75	58.50

COMMENTS

BUYER'S SIGNATURE

TOTAL UNITS

TOTAL ORDER

72

702-



72 Van Reipen Avenue, #121
Jersey City, NJ 07306

Phone # 917.749.5472

☐ C.O.D.☐ PREPAY

SOLD TO

CLAS51E
776 Broadway Ave
Bklyn, NY 10002
201-243-0400

SHIP TO

Same AS 200

ORDER DATE

SALES PERSON

BUTER

ORDER NO.

Oct. 6th 1877

Taylor

1515-25

ACCT.MD.

CUST PO NO

DEPT. NO.

STORE NO.

REORDER NO.

SHIP VIA.

TERMS

START SHIP

CANCEL DATE

Delivery

CCD

A-7 ONCE

CANCEL DATE

[illegible]

COMMENTS

BUYERS SIGNATURE

BUYERS PHONE

TOTAL UNITS

288

**TOTAL
ORDER**

21592-



PASS THE ROC ATHLETICS, INC.
72 Van Reipen Avenue, #121
Jersey City, NJ 07306

Phone # 917.749.5472

☐ C.O.D.

☒ PREPAY

ORDER DATE		SALES PERSON		BUYER		ORDER NO.	
11-8-2006		JG		JG		Black Friday/Xmas	
ACCT. NO.		CUST. PO. NO.		DEPT. NO.		STORE NO.	
		CLASSIC-5					
SHIP VIA.		TERMS		START SHIP		CANCEL DATE	
Delivery		UPFRONT PAY		AT ONCE			

SOLD TO

CLASSIC
716 Broadway
KAYANNE, NJ 07002
201-243-0400

SHIP TO

Same as sold

STYLE NO.	COLOR	DESCRIPTION	S	M	L	XL	XXL	3X	4X	5X	6X	TOTAL UNITS	UNIT PRICE	TOTAL AMOUNT
PTK-18	Black	The Unwashed Roc	1	2	2	1						6	\$9-	\$54-
PTK-18	Red	"	1	2	2	1						6	\$9-	\$54-
PTK-18	White	"	1	2	2	1						6	\$9-	\$54-
PTK-06	Red	Limited Edition Roc	6	12	12	6	6	6				48	\$10.50	\$498-
PTK-06	Green	"	6	12	12	6	6	6				48	\$10.50	\$498-
TOTAL UNITS												114		
TOTAL ORDER														\$1158-

COMMENTS

BUYER'S SIGNATURE

BUYER'S PHONE

201-243-0400

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PASS THE ROC PASSES ON SPIRIT OF EMPOWERMENT

By Unheard Voices on February 24, 2014 @unheardvoices

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By Stephen McMillian

Jarrod Greene is the epitome of the credo "to whom much is given much is expected."

Indeed, Greene, president and CEO of the PASS THE ROC basketball clothing brand, is not only looking to use his brand to sell its apparel, but he is also using it as a way to give back to the less fortunate.

"PASS THE ROC is about empowerment," said Greene. "There are two sides to the brand: the clothing brand that represents athleticism independent of any other brands and the philanthropy side where we give back. It is a for-profit company but there is another side that will be not-for-profit."

Greene was born and raised in Jersey City, New Jersey. From the time he was a kid, Greene knew he wanted to do great things. He was endowed with the entrepreneurial spirit by way of his parents.

THE LATEST



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Chenelle Covin | March 11, 2014

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"My father was very instrumental in teaching me how to work," said Greene. "He actually grew me into being an entrepreneur by default."

After Greene graduated from high school, he was expected to go to business school or trade school, but watching his father work hard fueled him to be his own boss.

Although Greene worked in the secular job market, he was not particularly pleased with the environment.

"In corporate America, you deal with certain people and their attitudes," Greene said. "I never really excelled well there because I always had a certain mentality and somehow it may rub somebody the wrong way. I'm not going to let somebody push me over and talk slick to me. That always resulted in some type of reprimand, dismissal or not seeing eye to eye with someone."

Nevertheless, Greene formed PASS THE ROC in 1994 and launched it in the spring of 2003. Its basketball gear was sold in 400 to 500 stores throughout the United States. The brand also secured distribution deals in Europe and in Spain.



"For two years, PASS THE ROC made \$5 million in business which was relatively small, but an accomplishment," reflected Greene.

The year 1891 is also featured on PASS THE ROC apparel and for a good historical reason.

"1891 was the year basketball was invented by Nai Smith," said Greene. "The brand adopted the year as our symbolic year of inception which makes

PASS THE ROC the official basketball outfitters. "

Greene noted that not even Nike or other major basketball brands thought of that concept.

As far as competition, "there is no other specialty basketball brand out there that we have to compete against," Greene said.

Up until 2008, Greene had been growing the PASS THE ROC brand, and then the recession hit which affected him personally and financially.

"I had to get back in the workforce and just do what I had to do," Greene said. "I'm an independent contractor doing sales for Verizon at the moment. This affords me to take earnings to invest back into PASS THE ROC. I'm flipping the money to build my business and my philanthropy."

Greene also has no financial backers for the brand at the moment. "I'm doing all this by myself," Greene said. "The revenue from everything I do helps to fund PASS THE ROC, money from secular work, money from consulting for other brands, money from the designers and apparel production. This affords me the capability of being able to take care of my baby which is PASS THE ROC."

For a time, Greene was also homeless.

"I've been evicted out of my apartment and I know what it feels like to go through that," Greene remembers. "I stayed in my car and slept on street blocks. I had gym memberships at local colleges so I would take showers there. I know what it feels like to not have food, to have a dollar and take that same dollar and try to find something to eat. What all of this was help to build my character."

Since Greene has bounced back, he is all geared up with all kinds of plans for PASS THE ROC. In December, the brand had a relaunch party with 100 to 250 people coming out to support him, including legendary veejay Ralph McDaniels from the classic music video program "Video Music Box."

Greene is planning on doing launches for the brand in New York City, Los Angeles, Atlanta and Vegas.



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Greene is also planning a mobile restaurant to help disadvantaged families in Hudson County as well as a reality show based on how he maintains and runs his operation which will be produced via his Greene Paper Dreams production company.

Greene credits his mother, who is deceased, for inspiring him to be caring and giving.

"My mother was such a giving person," Greene reflected. "She had a big heart."

Athleticism and, most importantly, empowerment and philanthropy are the three key ingredients that sum up PASS THE ROC. Greene is looking to come into the first quarter of 2014 on a higher note with excellence.

Greene also emphasized the importance of those with roots in Jersey City who become successful to not forget about the less fortunate in their hometown.

"There are celebrities who came out of Jersey City, such as big actors, who are not coming back from where they came from and say 'I want to do something for these people just for one day' or 'I want to donate something for one day.' No matter how big I may become, I will never be that type of person where will I not give back to the community from where I got my start."

Greene said he is not looking for accolades "but I want to share with people my success and taking those three words PASS THE ROC and make them global."

For more information about the PASS THE ROC clothing line, visit www.passtheroc1891.com and www.roc2rise.com or email Jarrod Greene at info@passtheroc1891.com.

Photo Credit :

Joe Nunez and Jarrod Greene



Kenny Anderson –
Pass The Roc


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Thu Feb 27, 2014 03:03 pm

No.	Name	Sex	BD	Room	Physician	SVC	ICD	Status
0001382734	GREENE, JARROD	M	07/05/67					

** indicates active visit

No.	Acct#	Adm Date	Dsch Date	Type	Attending Dr.	SVC	FC	Dsch
1	14045-00424	02/14/14	02/14/14	JOB	KWON, JOHNNY	MED	O	HOM
2	10069-00576	03/10/10	03/10/10	JER	CESPEDES, VICTOR	MED	Z	TRE
3	03175-00404	06/24/03	06/24/03	JER	LAWS, DAWN	MED	Z	TNR

select visit--

Way City Medical Center
Medical Records Dept
Grand St.
Way City, NJ 07302

02/27/14

GREENE, JARROD

14045-00424

02/14/14

02/14/14

001

D1

7

JARROD GREENE

72 VAN REIPEN AVE APT121

JERSEY CITY

NJ 07306

02/20/14 JOB

100002 SELF-PAY POSSIBLE INSURANCE

02/14/14	6	8475 FLU VAC(FLUVIRIN)13-14 FORM.	1	36.55	36.55
02/14/14	8	8476 FLU VAC(FLUARIX)13-14 FORM.0	1	38.20	38.20
		TOTAL PHARMACY			74.75
02/14/14	5	3305 HYDRODIURIL 12.5MG CAPSULE	1	6.00	6.00
02/14/14	4	3694 VALSARTAN 40MG TABLET	2	9.35	18.70
02/14/14	9	852 ASPIRIN325MGTABLET	1	6.00	6.00
02/14/14	10	995 PEPCIDFAMOTIDINE20MGTABLET	2	6.00	12.00
		TOTAL PHARMACY OTHER			42.70
02/14/14	11	1083 TROPONIN 1(CARDIAC INJURY MA	1	134.76	134.76
02/14/14	15	1083 TROPONIN 1(CARDIAC INJURY MA	1	134.76	134.76
02/14/14	13	1160 BASIC METABOLIC PANEL	1	139.32	139.32
02/14/14	14	1195 PROBNP	1	243.25	243.25
		TOTAL LAB CHEMISTRY			652.09
02/14/14	12	1501 CBC	1	81.08	81.08
		TOTAL LAB HEMATOLOGY			81.08
02/14/14	1	45 XR CHEST PORT 1 VIEW	1	403.13	403.13
		TOTAL RADIOLOGY DIAGNOSTIC			403.13
02/14/14		258 EXTENSIVE EVALUATION	1	2,516.18	2,516.18
		TOTAL EMERGENCY ROOM			2,516.18
02/14/14		476 PULSE OXIMETRY	1	139.32	139.32
		TOTAL PULMONARY FUNCTION			139.32
02/14/14	7	3275 PROTONIX PANTOPRAZOLE 40MG V	1	18.00	18.00
		TOTAL PHARMACY DETAILED CODING			18.00
02/14/14	2	101 EKG	1	339.17	339.17
02/14/14	16	101 EKG	1	339.17	339.17
		TOTAL EKG/ECG			678.34
02/14/14	3	1010 ROOM 015 OV	1	1,350.00	1,350.00
		TOTAL OBSERVATION ROOM			1,350.00

02/27/14

FIRST JARROD

14045 00424

02/14/14

02/14/14

Q02

D1

7

JARROD GREENE

72 VAN REIPEN AVE APT121

JERSEY CITY

NJ 07306

02/20/14 JOB

100002 SELF-PAY POSSIBLE INSURANCE

TOTAL CHARGES

5,955.55

100002

100384 S/P COMPASSIONATE ALLOWANCE100002

4,455.59CR

TOTAL PAYMENTS/ADJUSTMENTS

4,455.59CR

ESTIMATED PATIENT BALANCE DUE

0.00

2,500.00